

# CHANGE PLEASE

## COFFEE



2022 - 2023

# UK IMPACT REPORT

# WELCOME TO OUR SECOND ANNUAL REPORT

Another year and another seriously tough time for many families in the UK.

Homelessness and the cost-of-living crisis is not going away. It is a 365-day problem for those who face it and their loved ones, or sadly, a lot of the time on their own.

What is worse, is that this does not seem to be slowing down any time soon, and we are bracing ourselves for even bigger challenges as we move into next year.

There was a 50% rise in homelessness over the last 12 months, the increasing rate of evictions being the primary reason, a noticeable consequence of rental hikes.

I started Change Please in 2015 as I believed only an 'employment first' model could truly help people experiencing homelessness to rebuild their lives and make long lasting changes. Change Please's unique model continues to be as relevant and as powerful as ever, and it is a reminder for us here at Change Please that we need to be resilient and continue to do the best we can to help fight homelessness.

Despite the current climate, I am so proud of what the team here at Change Please has achieved. Whilst our impact in the UK and beyond (we are now in the US, France, Australia) continues to grow, we are launching new initiatives and engaging the broader community to join our mission. Our motivation comes from seeing real change happen for those who thought everything was lost and witnessing their inspirational perseverance.

Over the last twelve months, our barista training programme in the UK continues to be a success. 70% of our trainees have found jobs or have returned to education after completing their time at Change Please. There have been many successes across our various departments, and I really wouldn't do it justice by picking one or two things to mention here.

This impact report will show you what we have been up to and the many layers within the business.

Again, I want to thank and congratulate the team, our wonderful partners and supporters for collectively doing what we can together to make a difference. At Change Please, we brew coffee that fuels change. Please keep an eye out for the big initiatives we are hoping to launch in the next 12 months.

Thank you,  
**Cemal, Founder and CEO**



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# STREET MONEY CONNECTIONS

# OVERVIEW OF THE GROWING PROBLEM IN THE UK

At Change Please, we are trying to be part of the solution and tackle homelessness through a 'Jobs First' approach. We want to give those on our programme the tools to be able to lift themselves out of their situation, with all the support they need to do it.

We wanted to bring to light some heartbreaking numbers about people who are experiencing homelessness in the UK. Reports have shown that:

# 290330

## HOUSEHOLDS EXPERIENCED HOMELESSNESS IN 2022

Department for Levelling Up, Housing and Communities (October 2023)  
'DLUHC, Statutory Homelessness Live tables, Table A1'. *Gov.UK*

# 50%

## RISE IN HOMELESSNESS DUE TO NO-FAULT EVICTIONS IN 2022

Shelter England. (May 2023). '50% rise in homelessness due to no-fault evictions in a year'. *England.Shelter.org.uk*

# 1313

## PEOPLE DIED DUE TO HOMELESSNESS IN 2021

Museum of Homelessness. (April 2023). '1313 people experiencing homelessness died in 2022, we honour each person'. *Museumofhomelessness.org*

# 10053

## PEOPLE WERE SEEN ROUGH SLEEPING IN LONDON IN 2022/23

CHAIN (June. 2023), *CHAIN Annual Report, Greater London April 2022 - March 2023*

# OUR VISION

**WE WANT A WORLD WHERE HOMELESSNESS IS REDUCED THROUGH TRADE, ITS STIGMA IS ELIMINATED AND PEOPLE EXPERIENCING HOMELESSNESS REMAIN VALUED MEMBERS OF SOCIETY.**

Every candidate that comes to Change Please has a unique story and a unique journey, there are many variables to the chapters of their lives and coming to Change Please is just part of those chapters.

We look after anybody at risk of homelessness. The people we help have often experienced care, domestic violence, hostel/hotel, prison, sofa surfing, temporary accommodation or have been in rent arrears.

We had an increase in referred candidates that had either completed or left their college studies or university degree and were sofa surfing due to their circumstances, which could include pressures of studies, culture and family stress.

We also received a large portion of referrals for candidates that had their own property, either owned or privately rented, however due to either mental ill health, a low wage or unemployment they were struggling to pay their monthly bills.

## EMPOWERING LIVES THROUGH BARISTA TRAINING



# IMPACT IN NUMBERS

137

TRAINED THROUGH THE FOUNDATION

54

PEOPLE CAME INTO THE CHANGE PLEASE PAID TRAINING PROGRAMME

70%

OF OUR SUCCESSFUL GRADUATES HAVE SECURED WORK OR EDUCATION

40

PEOPLE COMPLETED THE CHANGE PLEASE TRAINING PROGRAMME

13691

HOURS OF PAID EMPLOYMENT

312

HOURS OF TRAINING SESSIONS

12

RETAIL SITES IN THE UK

3

PARTNER SITES\*

1512

HOURS OF SUPPORT

\*non Change Please where we place Change Please graduate baristas

# TOTAL NUMBER OF PEOPLE SUPPORTED

# 981

‘Every cup we brew and every bean we sell, helps change the life of someone experiencing homelessness for the better.’  
Cemal Ezel (Founder and CEO)



# CORPORATE PARTNERS

Our commercial customers are crucial to Change Please, making so much of our work possible. Whether buying our coffee, fundraising or employing baristas, we could not exist without their support. Here are a few of our partners:





# AWARDS

## INTERNATIONAL SOCIAL ENTERPRISE OF THE YEAR AWARD 2022

We are so proud to announce that we won two awards at the Social Enterprise UK Awards 2022.

The first one is the **International Impact Award**, which recognises a social enterprise working internationally, and which is having a big impact in its field. We're particularly proud of this award as it recognises all our amazing partners, clients, and colleagues across the world, who are committed to using the Change Please model to end homelessness through great tasting coffee!

The second is the **Highly Commended award for Social Enterprise of the Year**, which have now received for the second year in a row.

There are an estimated 100,000 social enterprises in the UK contributing around £60bn annually to the UK economy and they are set up to tackle some of the biggest challenges facing society and the environment.



## GREAT TASTE AWARD 2022

Great Taste is the world's largest and most trusted food and drink accreditation scheme.

We won **two Great Taste awards in 2022**  
For Bold Soul and Smooth Operator retail products.



# REFERRAL PARTNERS AND RECRUITMENT PROCESS

We held our first Referral Partner event in March 2023, where 5 crucial partners attended; **Thames Reach, Thames Reach IPS, CGL, Marylebone Project and JCP**. The partners were able to meet the Impact Team and graduate trainees and hear their testimonials, making it possible to grow contacts and referral partners with their wider internal and external stakeholders.



We continue to increase our reach with referral partners, mainly due to a consistent, targeted approach to under-represented groups, developing those relationships and updating the partner on the progress of their beneficiaries. The training provision along with the Support Team are instrumental in providing the wrap-around support journey to the candidates and their readiness for sustainable employment.

We developed the pre-existing referral form to ensure we capture more details regarding the referees homelessness criteria, circumstances, health and wellbeing, potential risks and current support network.



# REFERRAL AND SUPPORT PARTNERS

WE WORK WITH GREAT CHARITIES & FOUNDATIONS TO COLLABORATIVELY FIGHT HOMELESSNESS



**Single Homeless Project**  
Preventing homelessness  
Transforming lives

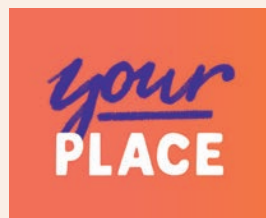


**Change  
Grow  
Live**

HOMELESS PROJECT



**National  
Probation  
Service**



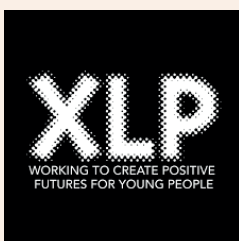
**NHS**  
**South London  
and Maudsley**  
NHS Foundation Trust



**stonewall  
housing**



**St Mungo's**  
Ending homelessness  
Rebuilding lives



# SUPPORT WE OFFER

At Change Please, we offer support to each trainee. The level of support and the type of support are very varied. Support can focus on anything that may prevent people succeeding, and in general include employability skills, advocacy/negotiating with other services (this includes accommodation needs, debts, managing finances) and therapy.

## EXAMPLE 1

KR - A young woman, left a violent relationship when she became pregnant. This caused her to become homeless and she was admitted to a mother and baby unit and then temporary accommodation. She reported feeling isolated and struggling with low mood as well as poor self-esteem and anxiety.

### **KR's journey of Support:**

**Easing Anxiety:** We worked with KR to understand her anxiety, focusing on positive thoughts and celebrating achievements.

**Finding Stable Accommodation:** We have assisted KR in getting a Personal Assistant (PA) for a smoother transition into council accommodation.

**Therapy:** We have connected KR with a counsellor specialising in helping survivors of domestic violence.

**Job Success:** Regular supportive meetings led to KR securing and remaining in a job.

## EXAMPLE 2

DG reported that he had not seen his PA for a year. He was angry and frustrated as he wanted to leave the accommodation but staff were refusing to support him. He decided that due to the poor service he received, he would no longer pay the service charge. DG became challenging and had threatened and shouted at staff at his accommodation.

### **DG's Story of Support:**

**Resolving PA Situation:** We have addressed the lack of support from DG's Personal Assistant, resulting in a new supportive PA and a joint meeting.

**Navigating Housing Challenges:** We have prepared DG emotionally and helped negotiate a plan for debts management and moving into new accommodation.

**Monitoring and Progress:** We have checked in on DG's progress, leading to him bidding for council accommodation successfully in 4 months.

**Transitioning Careers:** We have continued monthly meetings, supporting DG's decision to shift from work and to pursue studies in hospitality at University from September.



# TRAINING

The most common challenges we come across in almost every initial workshop, are the feelings of anxiousness, nervousness, and a lack of confidence.

Our lead trainer has amended some of the workshop training material, making the delivery of the content as simple as possible and in some cases doing further one-to-one work with individuals who are nervous being in a group environment. We have been able to help them overcome these challenges, in most cases.

As part of our drive for inclusion this year we have revamped our training material to make it more accessible to trainees with neurodiversity needs. Trainees may have undiagnosed ADHA, Autism and/or Dyslexia.



## RETAIL TRAINING

We operate through 12 of our own cafés and 3 partner retail sites throughout London and Milton Keynes.

These sites are absolutely key to our mission; giving the people that we support real-life work experience, bringing different parts of the community together, demonstrating the power of our work to the public and showing how social enterprise can transform the world for the better.

Trainees who start the training programme work 15 hours a week and are paid the London Living Wage for up to 12 weeks on our retail sites.

# PREPARING FOR ONWARD EMPLOYMENT

Throughout our unique Barista training programme, our trainees learn all the technical skills for making speciality coffees, customer service, taking orders and payments. We not only equip trainees with the skills needed to excel in the workplace, we also provide essential employability guidance and support to help them reintegrate into the workforce.

The managers and mentors at our retail sites cover a wide range of soft skills including multi-tasking, punctuality, how to dress for work, personal hygiene and the importance of being a good team player.

We understand that each trainee's journey is unique. Some may have been away from the workforce for an extended period, while others require additional support due to their vulnerability. That's why we offer both a fast-track programme, for those ready to re-enter the workforce quickly and a 12-week programme for those in need of more intensive support.

Having an understanding of the various trainee personas allows us to fast-track certain individuals, enabling them to graduate within a few weeks instead of completing the entire program. This speeds up their transition into full-time work and facilitates quicker access to longer-term housing.



# EMPLOYABILITY AND LIFE SKILLS WORKSHOPS

## EMPLOYABILITY WORKSHOPS

We've expanded our workshops this year beyond CV writing and interview preparation. Now, we cover elevator pitches, handling competency-based questions and setting up job board accounts. We're excited about our new collaboration with Only a Pavement Away. Plus, our partners Sodexo and Lexington, have been great supporters of these workshops.



Jazmin Giles-Reffell from Sodexo; Thomas Godden from Proud HR/ Oatleaf; Sandra Agyepong from Lexington

## HSBC WORKSHOP

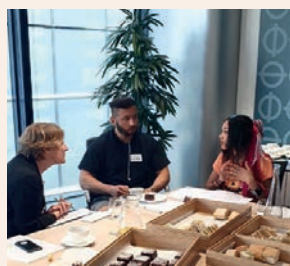
HSBC have worked with the support team to create a workshop specifically tailored for our trainees. The workshop covers topics such as money management, surviving the increased costs of living, debt management, how to get support, fraud management, as well as individual financial wellbeing assessments for each of our trainees.



“Presenting at Change Please has ignited my passion for driving positive transformations, inspiring innovation and leading the journey towards a brighter future.”  
Victor Amadi, Cert RBCB, Financial Wellbeing Consultant, Customer Experience and Intelligence

## DAC BEACHCROFT

“Speaking personally, one of the favourite parts of my job is spending time with the Change Please trainees at the Welcome Lunch which launches this programme and the Pinnacle Session afterwards, where we cover final questions and advice. Change Please is a success story, and I am very proud to work with them!” Lois Duguid, DAC Beachcroft.



DAC Beachcroft's (a leading International Law Business) employees volunteered in workshops with Change Please trainees on writing a CV, preparing for an interview, and participating in Mock Interviews.

# DAVID LLOYD AND CHANGE PLEASE PARTNERSHIP

Since the relationship between Change Please and David Lloyd Clubs started in 2020, the partnership has supported 230 people through coffee sales in their clubs across the country.

David Lloyd are involved in several activities including ongoing volunteering, online mentoring and training programmes. Some of these activities include:

- The creation of their own quarterly workshop for our trainees, for Wellbeing, Nutrition and Fitness, where they share their expertise in meditation, diet and exercise.
- Volunteering at our employability workshops and giving trainees career coaching sessions for those wanting to work in a corporate functions or tech.
- Cleaning our Driving for Change buses.
- Providing a complimentary David Lloyd bag which contains a note pad, pen, watercooler and t-shirt to all of our new starters.
- Providing cross-functional support within the CIC to our finance, sales, marketing and IT functions to share best practices.
- Clubs in the Southern Region raised £45,000 in 2022. This was achieved by a variety of fundraising events & activities, culminating in a Christmas coffee bag design competition for adults and children across all the clubs (winners shown below).

We're also working together on a programme to create employment opportunities for Change Please graduates in some of the David Lloyd Clubs, meaning their support and assistance will start from the moment people join Change Please as a trainee and then into their professional working lives.



David Lloyd workshop for Wellbeing, Nutrition and Fitness.



David Lloyd volunteers cleaning the Driving For Change buses.



Trainees receiving David Lloyd goodie bags.



Change Please x David Lloyd's coffee art competition winners.



One out of the two vans that have been donated by David Lloyd, which are used as retail/training sites.

'I came to support Change Please on behalf of David Lloyd Clubs on 25th August. I felt as though it was an incredibly humbling experience and one that will last with me. The 3 people that attended the session really came in with a more open mind than I expected, especially with the topics that we took them through. They had plenty of questions and one of my takeaways was to always consider what they are going through and how we can present options for them that can have an impact for them personally.'

I felt really proud that I could play a little part in supporting the charity and hopefully move some of the people who are less fortunate than me forward in some way.'

Thanks for the opportunity.  
Stu Cashmore

'I helped organise a day in the office for Change Please Finance staff as well as providing some mentoring. It was great to share my skills and experience with the team. Hopefully, this has given them inspiration with regards to looking at different options a finance career can give them.'

Also, with the mentoring, the person I am helping is hopefully in a better place to look for a new role. It's been great offering that support and seeing them take my advice on board. Fingers crossed they find a role soon.'

Louisa Thompson, David Lloyd.



# ONWARD EMPLOYMENT

We have introduced trainees to a wide variety of employers including several very high-profile establishments; such as the Department For Health, the Ministry of Justice, DWP (Department of Works and Pensions) and HSBC, all via our Employment Partners.

Not all of our trainees aim to become baristas upon graduating our programme. Our programme restores self-esteem and confidence allowing some to pursue their previous professions or explore new ones. Change Please listened and acted, offering graduate trainee internships at our head office in a variety of corporate functions such as Tech, Accounts, Finance, Recruitment and HR. We were also able to offer interns the opportunity to go to some of our employment partner sites and work alongside their Accounts and Finance teams.

For the trainees who felt unsure of the direction they should take and might need help to move into a new profession, we have created virtual career guidance sessions. These happen with a volunteer who is a senior person in that profession and who spends time helping the trainee to map out a career journey, detailing the type of experience needed and qualifications. These have proved popular and successful.

# 70%

**OF TRAINEES HAVE BEEN  
SUCCESSFUL AT INTERVIEWS,  
SECURING A JOB AND COMPETING  
ON MORE OF A LEVEL PLAYING FIELD.**

# CASE STUDIES

## JOAO, COMPASS

One of our trainees had spent 19 years rough sleeping. We assisted him to find accommodation and he joined our training programme. He excelled and before no time at all was working at our busiest sites and supporting employment partners, and in return gaining invaluable corporate work experience. WeWork in Southwark is one of their biggest offices and there is always a long queue of guests waiting for coffee. Our trainee was there for several weeks, demonstrating his speciality coffee making skills and remaining calm even when under pressure. After graduating, we introduced him to Compass, and they hired him for a full-time barista role.

‘I was homeless and sleeping on friends’ floors after losing my passport with no job or job prospects. I was really down, depressed at my situation. Now my confidence is back and I’m helping people every single day. It’s helped me become a complete person again. After living in the UK for 23 years, I’ve now also found accommodation.’

Joao, Graduate



## ANGUS AND AYSHA, ADYEN

We placed two of our trainees into a job share role at Adyen and they are both very happy. This role was made a Job share to allow the trainees to work part-time. 15 hours a week are popular with some of our trainees because it does not then have a detrimental impact on their housing benefits. The more confident they become, the more inclined they are to move into full time work and not be dependent on benefits.

‘Hey man I got this job thanks to you and everyone at Change Please! Cheers mate. Starting officially this Monday!’  
Angus, Graduate



# EXPANDING OUR REACH

## REGIONAL ROLLOUT

Our regional rollout started this year and we created training for referrals in Manchester. Having no training academy there we had to create a model that would support our work and trainees.

We forged relationships with **The Mustard Tree** and **The University of Manchester** who allowed us to conduct our workshops and work experience on their sites.

A ground-breaking partnership with Sodexo has led to a 'Change Please in Residence' pilot, with tremendous success. Once Change Please has completed the initial workshops and 2 weeks of work experience, the successful trainee was offered a 12-week placement at a Sodexo site with assigned mentors and continued support from the Impact team.

The trainee exceeded everyone's expectations and was offered a permanent job by the time he reached week 8. Sodexo fully embraced further trainees by backfilling his placement with another one of our trainees. He said 'I am happy that I have been so successful, this means others who are homeless will have the same opportunity.'



'Hi all,  
Joe's first day today and he's settled in really well already, so I just thought I'd send you all a picture of the new dream team at Manchester Science Park ;-)  
Cheers! '  
Vicky Brotherston, Sodexo

## POST EMPLOYMENT SUPPORT

We continue to provide wraparound support once we have placed our trainees into a job for up to 6 months to ensure they sustain their employment. Examples over the last year include helping our placed trainees with housing applications, rental arrears, explaining an employee handbook, meeting outside of work for counselling, coaching and talking through any issues they may have at work.

# COFFEE TRAINERS

'I've been working for Change Please since March of this year, when I first heard about them, I knew that's where I wanted to take my next step. Working here has been great, with loads of lovely people in the company, and the trainees are all amazing! Seeing them progress and become more and more confident makes me feel good about my work, and when I see them getting a job, whether or not they trained with me, I can't help but feel proud of them for all they've overcome. Working here you really feel like you're changing things, for the better.'

Andrea, Coffee Trainer



'My name is Omar and I've been working as a barista for over 10 years now. During my career I worked in several diverse companies amongst different people from whom I learned a lot. As a customer driven, multitasking person, I enjoy the lively atmosphere and versatility of the job, and this is what Change Please had given me.

In my current job I have the greatest chance of training new prospects. I enjoy it as it allows me to teach from my own experience. It is very fulfilling to know that someone's life is being changed for the better. Seeing trainees learning new skills allows me to feel grateful for being part of this change. It also allows me to learn further and makes the job interesting as every day is different.'

Omar, Coffee Trainer



'I would like to thank all the team in Retail at Change Please for their amazing work and contribution they bring to the company and all the support they give our trainee baristas.'

Selena Radia, Head of Retail Operations

# CARDINAL PLACE

Cardinal Place opened on the 24th April and has been a massive success with local companies around Victoria.

The official opening of the sparkling new venue, the Change Please London flagship, was celebrated on 18th May. We were lucky to have many supporters and friends come to join us to celebrate, plus the Lord Mayor of Westminster, Cllr. Patricia McCallister, and the MP of the Cities of Westminster and London, Nickie Aiken.

We were also grateful to have two representatives of the Ambassadors Group, who donated £50,000 towards the trainee's programme for our Cardinal Place café.

Located near Victoria Station, it is the perfect hub for tourists to come in and try our amazing coffee and learn about our mission!

With the help of Landsec, we will continue to keep doing a lot of good!



# GOOD COMPANY

Situated within British Land's Regent's Place Campus at 17-19 Triton Street, you'll find the Change Please café and training centre at Good Company, launched in partnership with Toast. Here, customers can drop in for a coffee or beer, or even linger and savour both, all while supporting the fight against homelessness and working towards a better food system.

Good Company opened on the 27th February and since then has been a hit with the local companies in the area and with events. We have done over 20 events to date, and they have all been a success and we are continuously getting more bookings through!

We have trained a lot of people since opening, giving them a safe space to learn about the programme and share their stories on their first day in our meeting room. Thanks to the additional training area, we have created awareness around our mission and with the help of British Land we will continue to keep doing a lot of good!



# KIA OVAL

Our partnership with the Kia Oval was renewed this year, it has been very successful and is currently the best year by far.

We employed over 35 staff members throughout the entire period from May until September. We have had around 4 full concessions operating consecutively over the course of the bigger events such as the WTC, Ashes and ODI's.

Surrey County Cricket Club have renewed their partnership with Change Please for major matchdays in 2023.

We rent our space for the summer like other vendors, but all the profits is then donated back at the end of the season and used to assist local homeless charities.

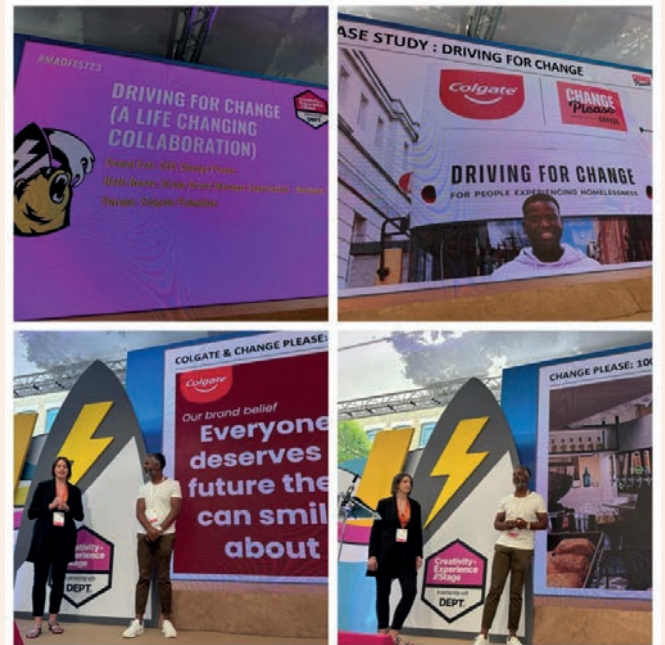


“I’m delighted to welcome Change Please back to The Kia Oval this year. They don’t just provide our attendees with fantastic tasting coffee, they also make a real difference to the lives of vulnerable people. I couldn’t be happier to be supporting them again in 2023.”

Alex Lewis, Director of Operations at The Kia Oval

# MAD FEST

As part of building more awareness for our Driving for Change initiative, we had the fantastic opportunity to talk about this wonderful collaboration at the biggest marketing festival in the UK – MadFest 2023 – in front of a huge audience. The talk featured Ary Ganeshalingam, the Global CMO of Change Please, and Beth Reeve, the Group Brand Manager Experiential for Northern Europe at Colgate Palmolive. Their presentation shed light on the partnership between Colgate and Change Please, highlighting how the partnership was bringing essential dental services to people facing homelessness. The feedback from the audience was fantastic and lot of insights were delivered by the two on what a powerful collaboration looks like and how it could make real change in the community. We also served Change Please coffee at the event!



An online report from HighJam on MadFest 2023 stated “It was the standout talk for the whole festival!”

# DRIVING FOR CHANGE

In October 2021, we launched a groundbreaking initiative called Driving for Change. We take repurposed iconic London double decker buses to key London Boroughs to provide lifesaving and essential services to the most vulnerable. We were joined by Sadiq Khan, Mayor of London, along with key sponsors HSBC UK and Colgate at the launch and started delivering services in November 2021.

Now in its second year, Driving for Change operates across three boroughs: **Hackney, Lewisham, and Croydon**. The services our guests have access to include an NHS and oral healthcare nurses, a hairdresser, social support, digital and financial literacy training and inclusion, assistance in opening an HSBC No Fixed Address bank account where needed, support with employment and much more.

## DRIVING FOR CHANGE IMPACT NUMBERS

844

GUESTS WELCOMED  
BETWEEN JUNE 2022  
AND JUNE 2023

684

HOURS OF SERVICE

243

HAIRCUTS OUR  
HAIRDRESSER  
HAS PROVIDED

152

ORAL HEALTH  
CHECKS

23

NO FIXED ADDRESS  
ACCOUNTS OPENED

103

VISITS TO NHS NURSE





# DRIVING FOR CHANGE AWARDS



**HSJ PARTNERSHIP AWARDS 2023**  
PRIMARY CARE PROJECT OF THE YEAR  
Driving for Change and NHS ELFT (East  
London Foundation Trust)  
March 2023



**Social Value Portal Awards**  
BEST THIRD SECTOR PROJECT  
HIGHLY COMMENDED  
June 2023

## EMPOWERING LIVES THROUGH VITAL SERVICES

We have continued to work closely with our main sponsors, HSBC and Colgate to deliver vital services to people experiencing homelessness. Over the last year, we have extended our partnerships and service providers. Driving for Change has:

- Partnered and worked with NHS Guy's and St Thomas' NHS Foundation Trust to provide Flu and Covid Vaccinations in Lewisham for people experiencing homelessness.
- Played an active part in London Council Homeless Forums throughout the year to show the work that we are doing in the London Boroughs of Hackney, Croydon, and Lewisham. These meetings have led to exciting developments that will be announced at the beginning of 2024.
- Partnered with Change Grow Live Charity in Croydon who are commissioned by various London Councils to provide homelessness outreach, drug and alcohol services and continuous support to people experiencing homelessness.
- Partnered with local dentists in Croydon and Lewisham to provide out of hours emergency dental assistance (based on 2 appointments being available).
- Won the Health Service Journal 'Primary Care Project of the Year' which is a big accolade for everyone at Change Please.
- Taken part in key meetings throughout the year with London Councils and local NHS Health Commissioners to discuss how we all can provide the best inclusive and primary care for people experiencing homelessness.

# FUNDRAISING

If 2022 was the year that we all had to rebuild from the pandemic, 2023 is when life seems to have returned and Fundraising is able to arrange events, meet people and spread the word about the work the Foundation does. We are proud to support our Impact team in all that they do to help our trainees and graduates.

We have been very successful in our applications to trusts and foundations who have given us huge support for our training programmes and Driving for Change. Huge thanks go to **Allen & Overy Foundation, The Albert Hunt Trust, Hans and Julia Rausing Trust** and **CABWI Fund**, who have been incredible in their support for us. We have also instituted a rolling programme of larger applications and are waiting to hear as this goes to press from many more.



David Lloyd fundraising example

Our support from corporates has also been growing in many ways. We always ask for straight donations but also are very happy when we can help with new partnerships that end with our trainees and graduates gaining employment, and even introducing businesses to the truly great coffee that Change Please sells!

**The Ambassadeurs Group** held a fantastic fundraising evening for us and also became a major donor to our flagship venue in Cardinal Place, specifically supporting the trainees.

**David Lloyd** have continued to be a major supporter of Change Please, holding events throughout the year and helping in many ways across our organisation.

We are developing great new partnerships with **Land Securities, Avamore Capital** and are continuing involving **Adyen** in all our plans, by raising money for the Change Please Foundation.

**Sodexo** launched CollecTins in key locations, raising donations for the Change Please Foundation, supported by their own charity Stop Hunger.

All the above have been so important to Change Please and are allowing us to help more people as we grow our work across the UK. As ever a huge thank you to them all. You are all very special to us!



Cardinal place flagship opening

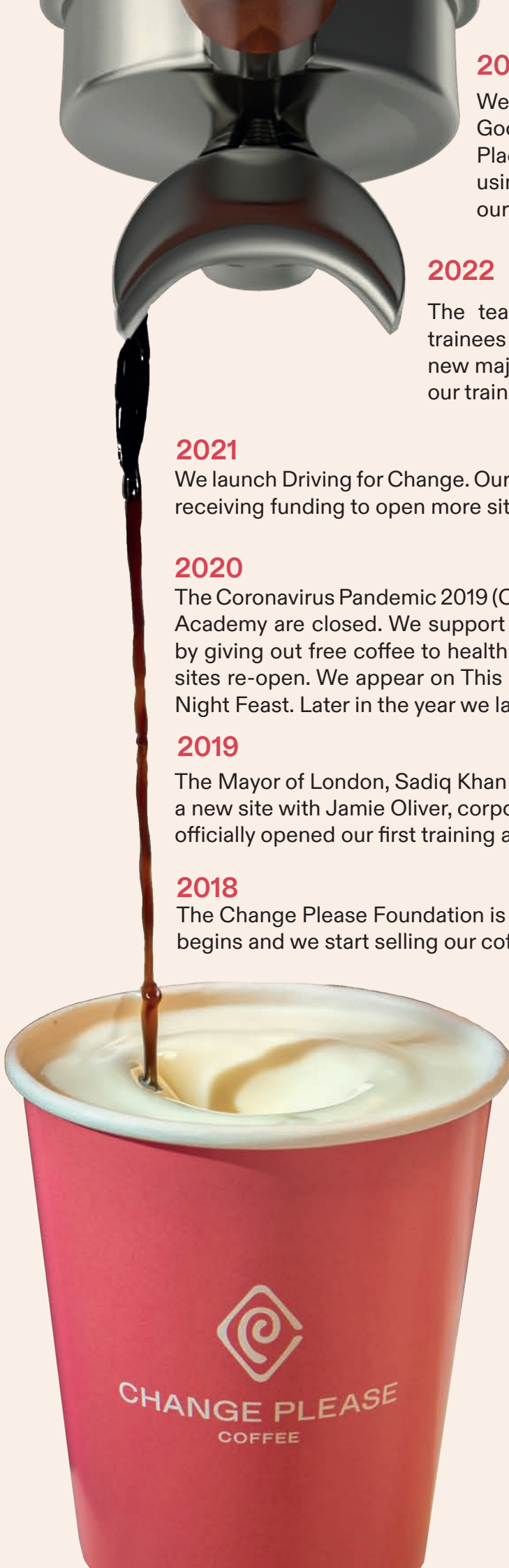


David Lloyd fundraising example



Change Please CollecTin

# CHANGE PLEASE JOURNEY



**2023**

We set up a new training academy called Good Company in North London at Regents Place. We began training in Manchester using a Sodexo partner site and then opened our flagship site at Victoria, Cardinal Place.

**2022**

The team expands, alongside the number of trainees who we help. We are planning to open a new major site in London Victoria to help more of our trainees become successful baristas.

**2021**

We launch Driving for Change. Our Training Academy reopens and we start receiving funding to open more sites.

**2020**

The Coronavirus Pandemic 2019 (COVID-19) dominates 2020. Our sites and Academy are closed. We support NHS heroes at the Nightingale hospital by giving out free coffee to health workers. Later in the year, our first retail sites re-open. We appear on This Morning and Jamie and Jimmy's Friday Night Feast. Later in the year we launched another café!

**2019**

The Mayor of London, Sadiq Khan visits a Change Please site. We launch a new site with Jamie Oliver, corporate partnerships start to grow, and we officially opened our first training academy in Peckham.

**2018**

The Change Please Foundation is established, our partnership with Virgin begins and we start selling our coffee on Virgin Trains.

**2017**

We become available in major supermarkets. We receive a special visit from Labour leader Jeremy Corbyn at one of our coffee carts.

**2016**

We start expanding and opening new sites. Our retail team begins to grow and we start trainee recruitment. We feature in a BBC documentary called 'Famous, Rich and Homeless', which helps us raise awareness about Change Please and what we do.

**2015**

We launch our first cart in Covent Garden!

# SUSTAINABILITY



## CARBON NEUTRAL ROASTERY, 100% RENEWABLES & '0' WASTE TO LANDFILL

UK Roastery runs on 100% Renewable Energy with no waste to landfill. Roastery is certified Carbon Neutral by One World Carbon.

Roastery supports World Coffee Research's goal of mitigating the effects of climate change, securing the future of coffee in it's growing regions.



## TRACEABILITY

Fully transparency and traceability through supply chain from mill to cup.



## ALL RECYCLABLE PACKAGING

All core coffee packaging is made with PP5 materials and are fully recyclable with all soft plastics.

We are always looking at new innovations in packaging that will deliver against our sustainability objectives and maintain product integrity.



## AQUEOUS LINED CUPS

All Change Please disposable cups are aqueous-lined. These are 100% Plastic-Free, Home Compostable and Recyclable.

# 2023-2024 TARGETS



## RAINFOREST ALLIANCE CERTIFICATION

All core Change Please SKUs to achieve RFA certification for Q1 2024.



## CORE SKU CARBON NEUTRALITY

Core SKUs are being reviewed by One Carbon World to understand associated emissions with the commitment of achieving Carbon Neutrality on SKUs by end of next Financial Year

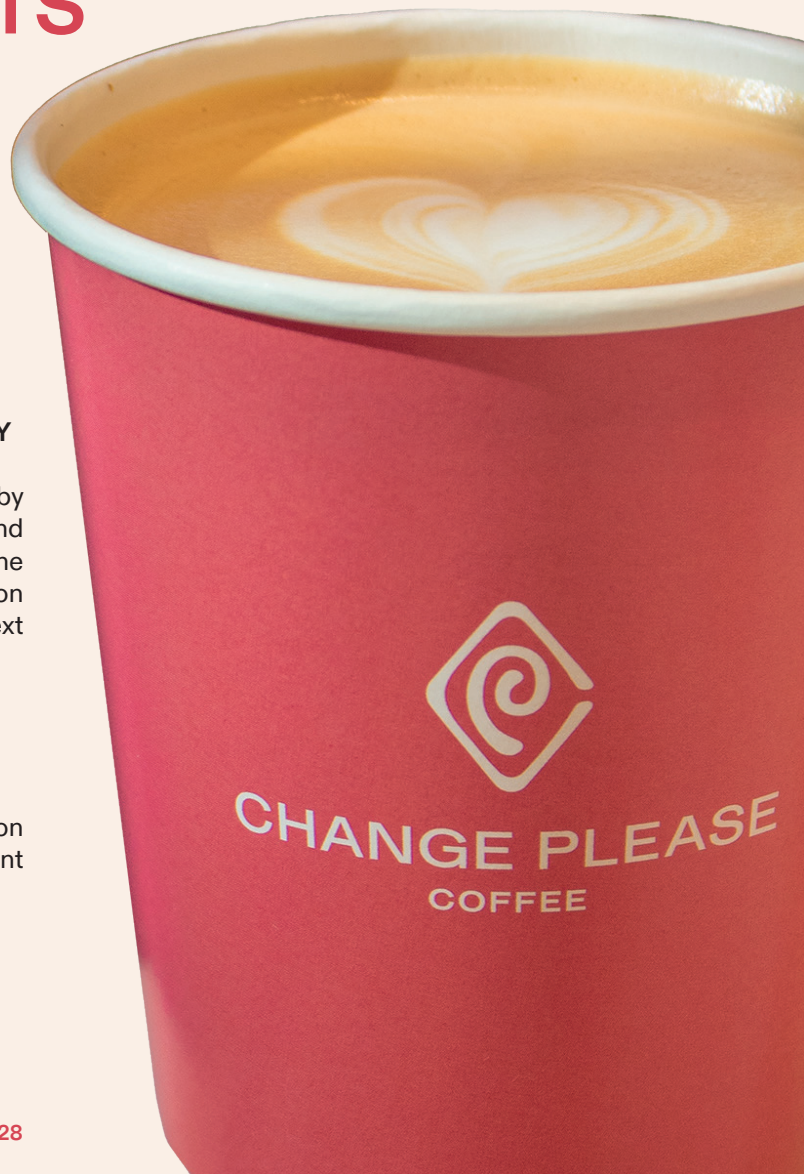
Certified



Corporation

## B-CORP CERTIFICATION

Running through B-Corp certification process with expected achievement by Q2 2024.



# EQUALITY, DIVERSITY AND INCLUSION (ED&I)

Change Please started its ED&I journey earlier in the year. The starting point was to understand the current demographics of the workforce as well as of our trainees. This enabled us to start creating inclusion and belonging initiatives and to consider the communities that we had little or no representation from.

We started delivering ED&I workshops and put together an ED&I committee. The workshops are helping to raise awareness and to create a more inclusive culture. The ED&I committee has taken ownership of diversity & inclusion months and initiatives, fostering an environment where everybody feels respected and valued.

After analysing the data for our trainees, we identified some disadvantaged communities that were not being referred to us. The Foundation team discussed how we could bring more diversity to the programme. We already had a very diverse range of trainees and wanted the academy to truly be a place that everybody felt they belonged and could be their authentic self in.

We have now forged a partnership with Stonewall Housing assuring their service users that we offer a safe space for the LGBTQIA+ communities who are disproportionately affected by homelessness. 78% of young homeless from the LGBTQIA+ community explain that the reason for them becoming homeless is the fact that they came out and had to leave their home as their families that did not approve. 58% were frightened that there would be violence towards them.

Our Lead Trainer also made the training content and his delivery style more accessible to trainees that are neurodivergent. One out of every seven people is on the neurodivergent spectrum. Often, our trainees are undiagnosed but will have ADHD, Dyslexia, OCD and/or Autism. We are in talks with employment partners to identify onward opportunities that might be more suited to trainees with different thinking and learning methods and prefer to be away from bright lights, noise and customers.

Steven McIntyre, CEO of Stonewall Housing  
Lee Thomas-Wragg Head of Employment Partnerships



# FINANCE

We are very proud to have supported **981** individuals this year through our training and bus programmes. This has been done with the help and support of our corporate partners buying coffee from Change Please CIC and through the fundraising within the Foundation during the year.

## INCOME TO THE FOUNDATION:

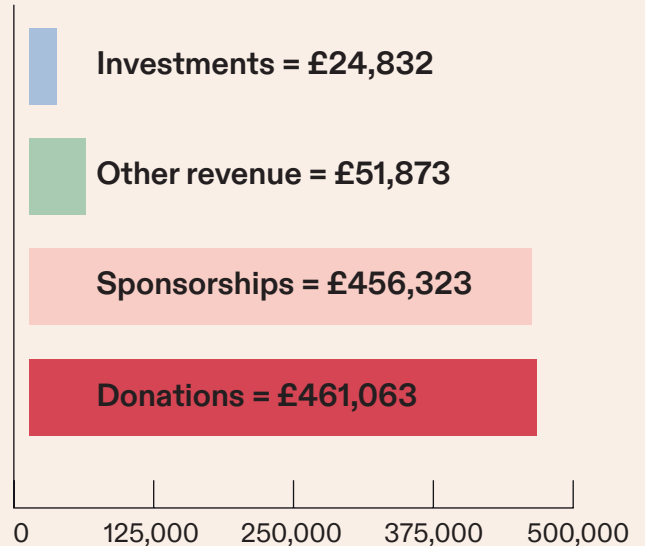
Donations include £223,447 resulting from profits from the wholesale sale of coffee and £237,616 from other corporate donations and individual giving. The £223,447 represents 5% of the wholesale sales in the Change Please CIC - 100% of the profits.

This money goes directly into the training programme to train the 137 individuals, of whom 55 went on to the 3 month paid training at our retail and partner sites.

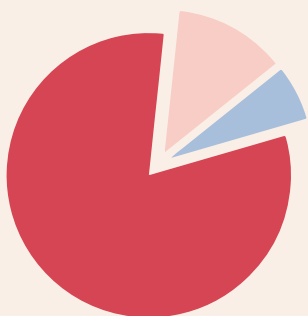
In addition, the money helped launch two new training academies this year.

In February, we launched our new Training Academy in North London at the Good Company site. This provides the training and related workshops for individuals who would find it difficult to travel to Peckham. In March, we launched training in Manchester with Mustard Tree and support from our wholesale partner, Sodexo, who provided onward employment for the trainees at their Manchester University Science Park site. Manchester University also supported with training space and the opportunity for trainees to serve real customers in a live setting.

Sponsorship includes monies from Colgate and HSBC into our Driving for Change programme. This money has supported the buses in looking after 844 individuals with access to a nurse, dentist, hairdresser and bank accounts. During the year we expanded our services to Croydon and Lewisham and introduced new support services to complement our medical, dental and other services.



## EXPENDITURE IN THE FOUNDATION:



£787,890 of our expenditure (81%) was directly related to the charitable activities of the charity. We invested £122,110 in fundraising and £60,622 in central support costs and governance costs.

- Charitable activities = £787,890
- Other = £60,622
- Raising funds = £122,110

## CHANGE PLEASE CIC FINANCIAL REVIEW

Change Please CIC runs the wholesale and retail operations for the Foundation. The wholesale operation donates all profits to the Foundation and retail provides the onward employment opportunities for our trainees.

This year wholesale sales ended at £4.5m, with a net profit of 5% which was donated to the Foundation. Retail sales ended at £1.5m, with profits invested into new sites (together with a £500k loan from Social Investment Business and a £160k loan from Comic Relief).



# THANK YOU

As we wrap up this impact report, we want to start, as we do each year, by thanking all of the trainees and beneficiaries who have used our bus services or walked through our training academy doors. Your resilience and courage in the face of seemingly insurmountable barriers is incredible to see.

We would also like to take a moment to thank all our staff and volunteers around the UK and in our sites across the world. Whether you are directly dealing with trainees or working in our central office, your efforts have not only transformed lives, but also serve as a reminder that successful business can be run with social targets and compassion.

We have been so encouraged by the impact our staff have on inspiring others to 'do better' that we plan to formally introduce advocacy as a part of our Foundation work going forward. Bringing about positive changes in policy and programmes at the local and national level, is something we naturally do in our work and we look forward to working on a co-ordinated approach to this in the future.

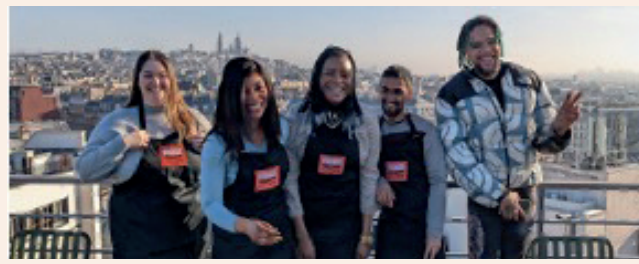
So as we reflect on the accomplishments outlined in this report, let it be a reminder to all of our supporters, clients, customers, staff and trainees that your contributions go beyond mere statistics. Your efforts make a tangible difference to the lives of real people - so again - Thank you for your tireless efforts and for showing others that there is hope. It is through your collective commitment that positive change continues to unfold in the lives of those we serve.

....and we are just getting started! Our international expansion continues with exciting new funding being secured for new locations in the US and we have some exciting global corporations working with us next year to name but a few - so more on that in 2024!

Thank you,  
**Rob, Co-CEO**



# HIGHLIGHTS



## VOLUNTEERS

### WE BELIEVE IN THE POWER OF COMMUNITY

If you would like to volunteer, provide one-on-one coaching and support or offer employment opportunities to our trainees, please get in touch with Lee Thomas-Wragg ([Lee.tw@changeplease.org](mailto:Lee.tw@changeplease.org)).

It's a win-win opportunity for everyone, fostering social value, community engagement, and team building.





# CHANGE PLEASE

## COFFEE

The Change Please Foundation is a registered charity in England & Wales (Charity number: 1177958).  
Registered Address: Unit 5, Print Village, 58 Chadwick Road, LONDON, SE15 4PU.  
Change Please CIC is a Community Interest Company (9651207). Registered Address: 17-19 Triton  
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